

.IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Appl. No. : 10/663,015 Confirmation No.: 1737  
Applicant : Polly Stecyk  
Filing Date : September 15, 2003  
Title : PASSIVE ENFORCEMENT METHOD FOR MEDIA RATINGS  
Group Art Unit : 4115  
Examiner : Junior O Mendoza  
Docket No. : 705397.53  
Customer No. : 34313

EFS Web  
Commissioner for Patents

**NOTICE OF APPEAL FROM THE EXAMINER TO THE  
BOARD OF PATENT APPEALS AND INTERFERENCES**

Applicant hereby **appeals** to the Board of Patent Appeals and Interferences from the Final Official Action mailed May 11, 2010 , finally rejecting claims 1-35.

The fee for this Notice of Appeal is (37 CFR 1.17(b)) \$ 540.00

☐ Applicant claims small entity status. See 37 CFR 1.27. Therefore,  
the fee shown above is reduced by half, and the resulting fee is: \$ 270.00

☐ A check in the amount of the fee is enclosed.

☐ The Commissioner has already been authorized to charge fees in this  
application to a Deposit Account. I have enclosed a duplicate copy of this  
sheet.

☒ The Commissioner is hereby authorized to charge **\$540.00** and charge any  
deficiency in fees which or credit any overpayment, as may be required, to  
Deposit Account No. 15-0665 . I have enclosed a duplicate copy of this  
sheet.

☒ A petition for an extension of time under 37 CFR 1.136(a) is enclosed.

I am the:

- ☐ Applicant.
- ☐ Assignee of record of the entire interest.  
Certificate under 37 CFR 3.73(b) is enclosed.
- ☒ Attorney or agent of record.

Respectfully submitted,

ORRICK, HERRINGTON & SUTCLIFFE LLP

Dated: October 22, 2010

By: /Kenneth S. Roberts/  
Kenneth S. Roberts  
Reg. No. 38,283

Orrick, Herrington & Sutcliffe LLP  
4 Park Plaza, Suite 1600  
Irvine, CA 92614-2558  
Tel. 949-567-6700  
Fax: 949-567-6710  
Customer Number: 34313